



Motivations to engage in e-WOM: consumer drivers to forward branded online content

Bruna Nunes Teixeira

110401181@fep.up.pt

Master in Management

Supervisor:

Teresa Maria Rocha Fernandes Silva, PhD

September, 2017

Bibliographic Note

Bruna Nunes Teixeira was born in Porto, on the 18th of September of 1992. Has a bachelor degree in Economics, from the School of Economics and Management of the University of Porto, with an average of 13 values, concluded in 2014.

In the same year entered the Master in Management in the same School, looking forward to expand the horizons and consolidate the information learned on the bachelor's degree allied with new perspectives. Ended the curricular stage with an average of 15. In 2015 started working at SonaeIM.

Acknowledgment

On this part I would like to thank all of you who helped me through this important stage of my life and never lose the faith in me even though sometimes I had lost it myself. Your words and motivation helped me all the way.

In the first place a special acknowledgment to my supervisor Teresa Fernandes, for all the patient, honesty and straightforwardness. The availability and sense of humour were an important step on all the phases of this process.

To all the respondents of my survey thank you for the time spent, the suggestions and all the contributions, making this survey possible.

To my parents and grandparents for all the support and the love giving every single day. All the “ears pulled” and all “kisses on the forehead”. Thank you for all the hardwork along the years to reach this stage.

And of course to my dear friends, that kept me sane during the process. For hearing all my vents for long hours, the advices, the company and all the support shown. The motivation given was essential.

Abstract

We're facing constant changes in our world and our lifestyles are keeping up with these alterations. The word "engagement" is playing a bigger role now, the consumer is developing relations with the brands and it's essential to the firms to study that interaction. Consumers are no longer just simple receivers, they develop more active roles, now called "prosumers", disseminating their experiences, whether good ones or not and brands are one of the players.

Word of mouth has been one of these ways of interaction allowing a bigger participation of the individuals. By simply pressing the like button, making a comment or sharing a publication, consumers became brand endorsers spreading their message on their personal network, free of costs. A new type of consumer emerges, the *for free consumer*.

Despite the more active role of the consumer and the importance of this interactivity the literature focus mainly on the consequences to the firms. What triggers this behaviour is not being studied. At a first sight it doesn't even make sense that they are doing this for free so why are they doing this after all? If companies knew the motivators it would work on their favour, increasing their advantages.

The objective of this study was to understand the motivations of the consumers to free and voluntarily adopt word of mouth (WOM) behaviours. For this study it was taken into consideration motivations as involvement, altruism, social benefits, self-enhancement and economics benefits. It was analysed the impact that each driver has on behaviours such as like, share, comment and identifying. Through a survey applied in Facebook it was possible to conclude that overall the motivations considered are significant predictors of e-WOM engagement, though different behaviours are associated to different drivers. It was also verified the low rate of branded content forwarded.

This survey attempts to contribute to the gap present in the literature regarding the motivations behind the act of forward branded content. The results are also important to brands, to understand how they can appeal to the "social" side of the consumer.

Key words: consumer engagement behaviour; non-paying; ugc; viral marketing

Index

Bibliographic Note	ii
Acknowledgment.....	iii
Abstract.....	iv
1. Introduction.....	9
2. Literature review	11
2.1. Consumer engagement	11
2.2. Consumer engagement as multi-dimensional	12
2.3. Word of mouth	15
2.3.1. Word of mouth and the social media.....	16
2.3.2. Online consumers	18
2.4. Motivations to forward electronic content – similar studies	20
2.4.1. “Viral marketing: Motivations to forward online content”	22
2.4.2. “Electronic word-of-mouth via consumer-opinion platforms?”	23
2.5. Critical analysis of the literature review	25
3. Empirical Study	27
3.1. Research question.....	27
3.2. Research context	29
3.3. Methodology	30
3.3.1. Methodology used	31
3.3.2. Phases of the study	31
3.3.3. Data collection.....	31
4. Results	34
4.1. Sample characterisation	34
4.2. Analysis and discussion	39
4.2.1. Exploratory factor analysis.....	39
4.2.2. Hypothesis	43
4.2.3. Results discussion.....	49

5. Conclusions. Limitations and suggestions	51
References.....	53
Attachments.....	56

Figures Index

Figure 1 – Non-Paying Consumer Engagement Behaviours	13
Figure 2 – COBRA framework.....	19
Figure 3 – Act of forward content	27
Figure 4 – Model and hypothesis of this study	28
Figure 5 – Distribution of Facebook users by age and gender	30
Figure 6 – Phases of the survey	31
Figure 7 – Sample characterisation: gender.....	34
Figure 8 – Sample characterisation: age	35
Figure 9 – Sample characterisation: work situation.....	36
Figure 10 – Sample characterisation: network used by the inquires	36
Figure 11 – Sample characterisation: relation of the inquires with branded pages	37
Figure 12 – Sample characterisation: relation of the inquires with branded page.....	37
Figures 13 – Normal P-P Plot of the dependent variables	44
Figures 14 – Normal P-P Plot of the dependent variables	45
Figures 15 – Normal P-P Plot of the dependent variables	45
Figures 16 – Normal P-P Plot of the dependent variables	46

Tables Index

Table 1 – Important concepts based on the existent literature.....	11-12
Table 2 – Categories of social media content	17
Table 3 – Types of social media engagement behaviours	18
Table 4 – Motivations to forward online content	20-21
Table 5 – Motivations to forward online content	21
Table 6 – Motivations/Trends to forward online content	22
Table 7 – Categories of motivations to WOM.....	24
Table 8 – Frameworks for e-WOM	24
Table 9 – Motivations used and tested on the questionnaire	32-33
Table 10 – Sample characterisation: gender and age.....	35
Table 11 – Sample characterisation: relation of the inquires with branded pages	38
Table 12 – Total punctuation of each question of the questionnaire	38-39
Table 13 – KMO and Bartlett's Test of Sphericity	40
Table 14 – Communalities and Component Matrix.....	40-41
Table 15 – Cronbach's Alpha	41
Table 16 – CR and AVE values.....	42
Table 17 – Residual statistics.....	46-47
Table 18 – Durbin-Watson test.....	47
Table 19 – Correlation coefficients	47
Table 20 – Coefficients.....	48

1. Introduction

The world we are living in is facing a few changes at brand level and customer engagement as well as changes in terms of the economic situation. Therefore there are two sides we need to consider.

The economic conditions have been suffering lots of fluctuations and the living conditions of the population are becoming worse. Therefore individuals need to make more rational decisions and control their purses in a more reasonable way.

Each day a new brand arises and with that tons of products are available to customers. As a consequence we're seeing an increase of offerings and trials, brands attempt to differentiate themselves and gain more customers, in a time where consumers' choices are bigger but their real options are shorter.

Having this in mind, we need to give more attention to the emergence of a new type of consumers: the *for free consumers* and its behaviour in terms of engagement. These are consumers that for free and voluntarily show behaviours with huge advantages for the companies. There are different types of for free consumers and in each type different behaviours take place.

Forward electronic content is becoming a more usual behaviour nowadays. With the increase of the use of internet and social media people became more active in this world and share more information (Ericson Consumerlab, 10 Hot Consumer Trends 2015, 2-11).

Other factor that contributes to this reality also relies on the factor that consumers are becoming "active co-producers" (Prahalad & Ramaswamy, 2004). Consumers intend to "co-create value to build their identities, express themselves creatively, socialise with other consumers, and enjoy unique and memorable experiences" (Gambetti & Graffigna, 2010).

Despite these changes in our life, literature has been mostly focused on paying customers since the for free consumer is a recent theme and therefore is not well grounded in the literature, especially their motivations once the consequences to the firm are more visible.

This study intends to understand what triggers an individual to forward electronic content receiving nothing in return at first sight, and therefore contribute to the existing literature (Ho & Dempsey, 2008).

In order to better understand what triggers the consumers to have this behaviour, a survey will be done to have a bigger picture of the different motivations and it what way they can vary between the different consumers.

Following this part, this report is organized as follows: section 2 contains a literature review of the theme and in section 2.1, 2.2 and 2.3 important concepts and models of the literature are defined. Section 2.4 includes a review of similar and relevant studies present in the literature. In the last section of part 2 a critical analysis of the literature is made. Moving to section 3 we have the empirical study. In section 3.1 the research question is made, followed by the research context in 3.2. Section 3.3 includes methodology topics as the phases of the study and the data collection. Section 4 contains the results of the study. It is divided in two parts, the sample characterisation and analysis and discussion. In the last section the conclusions and limitations are presented.

2. Literature Review

In this section the papers that were read will be analysed, including the different concepts and definitions, the studies made as well as a critical view of them.

To properly analyse the theme there are concepts that need to be better consolidated before starting the full analysis.

Word of mouth (WOM) is the consequence of a series of behaviours and actions displayed by individuals, being the act of forwarding the ultimate step. Therefore there are stages that take place before the action itself is visible. This leads us to the relation of the individual with the social word and all its perimeter.

2.1. Consumer Engagement

The word “engagement” despite its strong importance has been losing credibility over the years. Nowadays proofs of engagement are harder and harder to find due to the lack of loyalty, as a result of abundance of options. So companies are doing efforts to try to change this stigma.

Although it is common to refer the term “engagement” in the literature, its meaning is not that well defined, there are different definitions and lots of concepts related.

The difficulty in defining “engagement” comes from the different concepts that the word can have. Two concepts often used as one are customer and consumer engagement. Despite the similarity there is a misunderstanding among these definitions, they are not the same. It's very important to consider the differences between consumer and customer. From a Marketing perspective they have different connotations.

Below there are relevant concepts for this report quoted by different authors.

Concept	Definition
Engagement	“Reflects motivation, resulting from an individual’s focal interactive experiences with a particular object, such as customer’s interaction with a brand” (Brodie et al., 2011)
Customer	Individual that acquires a product and therefore has the right to use it

Consumer	Individual that also uses a product however without buying it (samples and trial e.g.)
Customer Engagement	“Level of a customer's physical, cognitive and emotional presence in their relationship with a service organization” (Patterson et al., 2006)
Consumer Engagement	“Intensity of an individual's participation and connection with the organization's offerings and activities initiated by either the customer or the organization” (Vivek et al., 2012)
Customer Brand Engagement	“Level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional and behavioural activity in brand interactions” (Hollebeek, 2011)

Table 1 – Important concepts based on the existent literature

Brodie et al (2011, page 107) gives us a complete working definition of consumer engagement:

“Consumer engagement in a virtual brand community involves specific interactive experiences between consumers and the brand, and/or other members of the community. Consumer engagement is a context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes. Consumer engagement is a multidimensional concept comprising cognitive, emotional, and/or behavioural dimensions, and plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and/or consequences in iterative engagement processes within the brand community.”

2.2. Consumer Engagement as multi-dimensional

Engagement is often seen as multi-dimensional which means that according to the situation in question, dimensions can also be different. Hollebeek et al. (2015) suggests a three-dimensional perspective: cognitive, emotional and behavioural.

Despite the different dimensions, literature focus on the behavioural one, it is the most visible dimension and the one with the most field to study, showing what type of behaviours are associated with engagement.

Having this in mind, Groger, Hollebeek and Moroko (2015), through a previous model present in the literature propose a new one considering the *for free consumers* (non-paying consumers – NP), as it can be seen below. Here they show the main behaviours of consumer engagement, we can see monetary actions like purchase but also non-monetary and voluntarily behaviours as feedback and WOM.

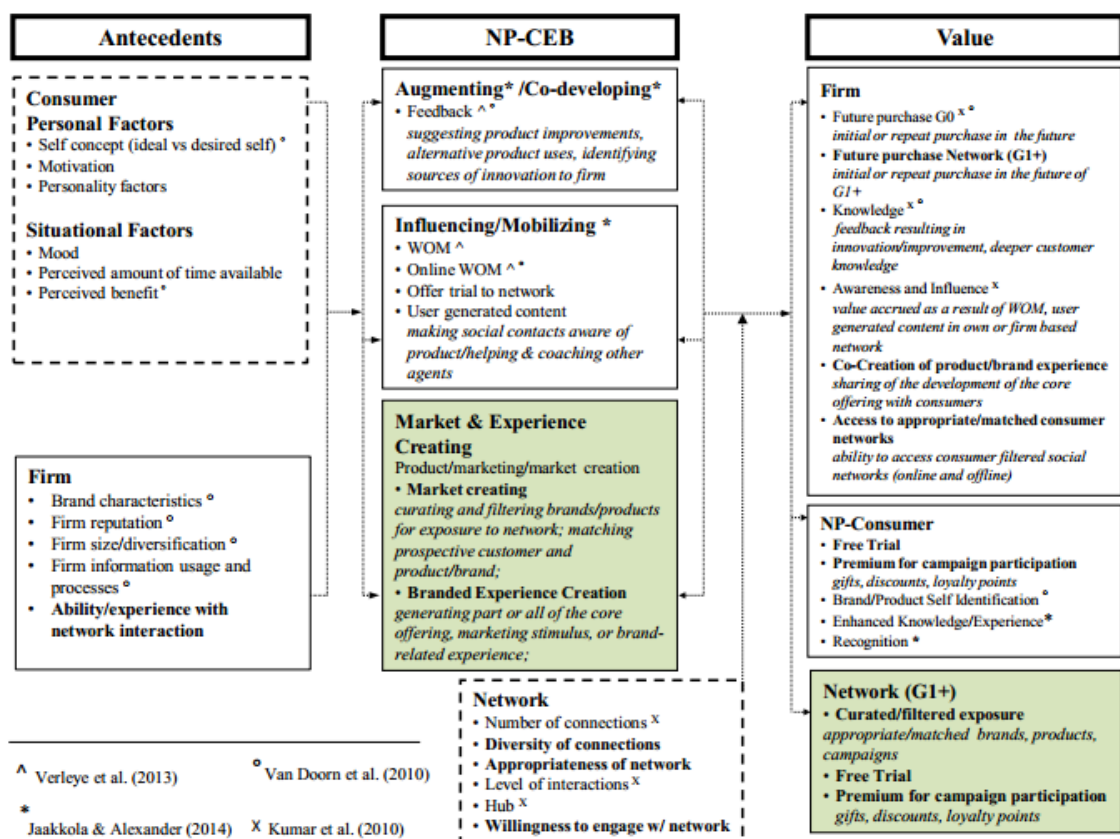


Figure 1 – Non-Paying Consumer Engagement Behaviours (Hollebeek et al., 2015)

Looking to the model, the authors conclude, from studies from other authors, that there are two categories that act as a driver when it comes to *for free consumer's* engagement: the consumer itself and the firm. In terms of the consumer we have the personal factors and the situational ones, for example the motivation and the time available respectively (Kahn 1990, quoted by Groeger, Moroko and Hollebeek, 2015, page 7). In firm terms we

can talk about reputation, interaction with networks and characteristics that will have effects on the for free consumers, and depending on these factors, the firm will have better or worse outcomes from these consumers.

Van Doorn et al. (2010, quoted by Groeger, Moroko and Hollebeek, 2015, page 7) conclude that these factors have impact in the engagement behaviour of paying customers, therefore the authors expect that they will also have consequences when it comes to for free consumers.

When it comes to non-paying consumers, the authors give us three categories: augmenting, influencing and market. The first one is relative to feedback, inputs regarding the product to the firm. The second one refers to the behaviours displayed by the consumer in terms of social network. The last one, the market and experience creation, refers to possibility of the consumer becoming part of the offering or production, for example distributing samples among the network or connecting part of the network with a specific brand.

All of these will have consequences in terms of value. But value for whom and in what way? To the firm, the non-paying consumer and to the network. Creation, destruction or maintenance of the perceived value (Woodruff 1997, quoted by Groeger, Moroko and Hollebeek, 2015, page 7).

To the firm we can talk about the intention of future purchase (by the non-paying consumer and by the network he/she can mobilize), knowledge (through the inputs given by the consumers), awareness and influence (the capability of the consumers to give awareness to the product and influence their network), co-creation of product (using the consumers inputs and making them feel part of the process), access to network (through the for free consumers networks and their capability of mobilizing and influence other individuals).

To the *for free consumer* value comes in other forms that can be aggregate in two: free trials/premiums/experiences and brand/product self-identification/recognition. The first group includes all the gifts and what consumers learn with the process. The second includes the perception of the consumer among the network, for example in terms of

advice. To the network, value is similar in a few ways to the one to the consumers, for example the trials and gifts and the exposure to brands/products of interest.

2.3. Word of Mouth

As seen in the model showed in 2.2., all of the behaviours can bring value to the firms. However there is one specific behaviour of consumer engagement, well present in the literature that is cheapest and more usual and credible than others: viral marketing. In this study it will only be considered the electronic viral marketing.

Viral marketing is a concept very in vogue nowadays mostly due to the social conjuncture we live in. It is more common each day as a result of the need of interaction of the individuals, which helps the expansion of the message and consequences. Consumers tend to trust more on each other rather other forms of advertisement (Muntinga et al, 2011, page 13).

This type of Marketing begins with the creation of electronic content, usually brand related, that then is made available for other internet users which at the end decide to share or not the content. If the content is continuing being forwarded it has the possibility to reach a large group of internet users becoming viral (Ho & Dempsey, 2008, page 1000, quoting Watts and Peretti, 2007). For those who often recur to the internet, recommendations for other people are an important source of information (Ho & Dempsey, 2008, page 1000).

WOM is therefore act of forwarding that content. WOMMA (Word of Mouth Marketing Association) defines WOM as:

“WOM is the most powerful form of Marketing. It builds brands, drives sales and sparks conversations. Both consumer-to-consumer and consumer-to-brand.

WOM Marketing (WOMM) can be simply defined as: any business action that earns a customer recommendation (delivering the best product in category; great customer experience; rewarding customer loyalty). These are all examples of business actions that can earn customer recommendations. Recommendations are important to marketers because when a recommendation is earned it indicates

preference from a customer, leads to purchase by a customer and results in a strong probability that the customer will tell others through WOM.

As an organization, WOMMA believes the most effective WOMM follows 5 principles: is **credible** (honest and authentic), **respectful** (transparent and trustworthy), **social** (brands listening, participating, responding and encouraging), **measurable** (define, monitor and evaluate) and **repeatable** (do it over and over again) in order for a business become a truly talkable brand.” (<http://womma.org/>)

Following this though e-WOM is forwarding electronic content through the internet, the interactions between users, and in the case of this specific study through social media and brand related (Ho & Dempsey, 2008, page 1000). This specific form of WOM is relevant for the effectiveness of viral marketing.

Henning-Thurau et al. (2004 page 39), quoting Stauss (2000), gives us a definition of electronic WOM communication: “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.”.

As the authors say, e-WOM can be positive or negative. Is the experience that the users have that triggers one behaviour or another, for example a bad experience will generate negative marketing.

Muntinga et al, (2011, page 13) define UGC (user-generated content) as all the content produced and uploaded by consumers instead of the companies.

2.3.1. Word of Mouth and the social media

As said before, we are experiencing a change, of the paradigm when it comes to the interaction of customers with brands. One of the main causes of this switch is the “interactive properties of the social media” (Dolan et al., 2016, page 261), nowadays everything is shared and almost anyone has access. Therefore customer plays a bigger role with huge impact and large consequences.

Social media is a daily step in our lives, checking the news, friends, sharing a few posts, basically we use the internet to communicate and to maintain relationships. It is almost impossible now to leave these habits, in some cases it can act like an addiction, where we live trapped on the internet, due to the many opportunities to share and create content (Muntinga et al, 2011, page 13). We are connected 24x7 to Facebook, Instagram, Pinterest, YouTube, among many others. Social media have changed 360° the consumer behaviour.

For that reason e-WOM is positively related to social media, going hand in hand. Is easier to reach a higher number of customers through the network, helping the engagement process. With the growth of the social media, the platforms available triggers the sharing options increasing the interactions between all users.

Dolan et al. (2016) presented us the UGT, uses and gratification theory (UGT), that aims to explain the motives that lead users to use the media to satisfy their needs (page 262). Through this search users are adding value to their principles once this process is transversal to “gratifications as knowledge, entertainment, relaxation, social interaction, remuneration” (page 262).

A critical aspect presented by the authors, relies on the need of value creation to the user by the online content. The pure engagement only takes place if the user may gain something in return for his time and interaction.

In the paper there are four kinds of social media content, described in the follow table.

Group	Motivation
Informational	Search for helpful and trusted information
Entertainment	Need to relax and enjoy a moment
Remuneration	Desire to get a reward in exchange of a contribution to the brand
Relational	Need of interaction, establishing relationships with the others (belonging, support, love, among others)

Table 2 – Categories of social media content (Dolan et al., 2016)

The authors present us the next definition of social media engagement behaviours (SMEB):

“SMEB goes beyond transactions, and may be specifically defined as a customer’s behavioural manifestations that have a social media focus [adapted], beyond purchase, resulting from motivational drivers“.

The authors separate behaviours in the next three groups.

Behaviour	Definition	Type
Negative	- Unpleasable interaction with the brand	Detachment
	- Passive interaction	Negative contribution
	- Individualized engagement	Co-Destruction
Positive	- Favourable user/brand dynamics	Consumption
	- Active engagement	Positive contribution
	- Impacts other users	Co-Creation
Neutral	- Inactive stage of engagement	Dormancy

Table 3 – Types of social media engagement behaviours (Dolan et al., 2016)

Allying these typologies with the earlier definition given of WOM, and the aim of this paper, the type that will be analysed is the positive contribution.

This type of behaviour is the most seen in the social media, through the *Like* button, the *Favourite*, sharing content, posting comments. Through these actions users share their preferences and opinions, becoming in a certain way sponsors of the brand and in some cases customers (page 267). The act of forward is a specific form of WOM.

2.3.2. Online Consumers

Although e-WOM can influence all the process of consumer engagement, it is mainly affected by the characteristics of the consumer itself.

WOM is the act of creation and sharing content. However in the case of this study there must always be a user that is willing to share otherwise the process stops.

Mathwick, 2002 (quoted by Muntinga et al, 2011, page 15), there are four types of internet user types: lurkers (passive users, only observe that happens and other contributions), socialisers (active users, maintaining relationships and contacts), personal connectors and transitional community members.

Li and Bernoff (quoted by Muntinga et al, 2011, page 15) also apply these distinction to the social media: inactives, spectators, joiners, collectors, critics and creators.

Applying the different definitions of the literature, the authors Muntinga et al. (2011, page 16) come with a typology for the consumers' online brand-related activities (COBRA), as it can be seen in the figure below.

COBRA type		Examples of brand-related social media use
Level of brand related-activeness ↓	Consuming	<ul style="list-style-type: none"> • Viewing brand-related video • Listening to brand-related audio • Watching brand-related pictures • Following threads on online brand community forums • Reading comments on brand profiles on social network sites • Reading product reviews • Playing branded online videogames • Downloading branded widgets • Sending branded virtual gifts/cards
	Contributing	<ul style="list-style-type: none"> • Rating products and/or brands • Joining a brand profile on a social network site • Engaging in branded conversations, e.g. on online brand community forums or social network sites • Commenting on brand-related weblogs, video, audio, pictures, etc.
	Creating	<ul style="list-style-type: none"> • Publishing a brand-related weblog • Uploading brand-related video, audio, pictures or images • Writing brand-related articles • Writing product reviews

Figure 2 – COBRA framework (Mutinga et al., 2011)

Analysing the chart there are three types of branded-related behaviour: consuming, contributing and creating.

The first one, consuming, is the most passive behaviour. The users participates only by seeing the content, is the lowest level of participation. Contributing is the medium

activity type. In this level the user interactions with others about the brand content. Finally, creating content is the ultimate level of activeness. In this level users create and share content so that other users can consume.

For this study, contributing and creating are the most important levels that can influence in a higher step the consumer engagement. Despite of this, the first level of behaviour will also play a role in the end once they are affected by others contributions.

2.4. Motivations to forward electronic content – similar studies

Considering all of these informations, there are specific motivations that lead the *for free consumers* to forward online content.

Very often, we tend to focus mainly on the consequences of WOM. In the past this wasn't a theme to analyse, however due to the evolution of the society this tendency is changing. Also due to the large investment that is made in advertisement, many times without the return expected (Ho & Dempsey, 2008, page 1000).

There are a few studies regarding the motivations in WOM, in an extended way we may consider the chart below.

Motivations to forward content		
Author	Motives	Description
Dichter (1966)	Product-involvement	Customer feeling strongly about a product that a pressure builds up in
	Self-involvement	Product as a means to gratify certain emotional needs
	Other-involvement	Need to give something to the receiver
	Message-involvement	Discussion stimulated by advertisements e.g.
Engel, Blackwell, & Miniard (1993)	Involvement	Interest or involvement in the topic
	Self-enhancement	Gain attention, suggest status, and assert superiority
	Concern for others	Genuine desire to help make a better purchase
	Message intrigue	Entertainment resulting from ads/selling appeals
	Dissonance reduction	Reduces cognitive dissonance (doubts)
Sundaram, Mitra, & Webster (1998)	Altruism (+ WOM)	Doing something for others without anticipating any reward in return
	Product involvement	Personal interest in the product
	Self-enhancement	Enhancing images among other consumers by projecting themselves as intelligent shoppers

	Helping the company	Desire to help the company
	Altruism (- WOM)	Prevent others from experiencing the same problems
	Anxiety reduction	Easing anger, anxiety, and frustration
	Vengeance	Retaliate against the company - negative experience
	Advice seeking	Obtaining advice on how to resolve problems
Balasubramanian and Mahajan (2001)	Focus-related utility	Utility the consumer receives when adding value
	Consumption utility	Value from the consumption of other constituents
	Approval utility	Consumption and approval of the contributions by others
Henning-Thurau (2004)	Moderator-related utility	A third part makes the complaint act easier
	Homeostase utility	Desire for balance (express + emotions and venting - feelings)
Ho & Dempsey (2008)	Inclusion	Need to be part of a group and need to be different
	Affection	Appreciation and concern for the others
	Control	Need to exert power

Table 4 – Motivations to forward online content (based on the literature)

In a more general way we can resume the motivations in three major categories.

Mainly motivations to engage in e-WOM		
Personal factors	Inclusion	Need to be part of a group
	Uniqueness	Need to be different
	Affection/Altruism	Concern for the others
	Control	Need to exert power/personal growth/Strategy
Situational	Time of the day	Seek of a higher number of online users, creating bigger impact
	Stress	Anxiety reduction, vengeance
Stimulus	Object factors	Involvement
	Firm	Helping the company
	Brand loyalty	Relation established with the brand

Table 5 – Motivations to forward online content (self-elaboration based on the literature)

It's essential to understand what triggers the user to forward online content. This decision of passing content comes from the user itself and having the capability of influencing these motivations will change all the “marketing world” we are used to (Ho & Dempsey,

2008, page 1000). Firms can take huge advantage of this study in terms of future purchase, if they can figure it out the motivators.

Considering the studies available, there are two that deserve a special attention: “Viral Marketing: Motivations to forward online content” (Ho & Dempsey, 2008) and “Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?” (Henning-Thurau, 2004). These studies were the main basis of this report due to the framework of the theme.

2.4.1. “Viral Marketing: Motivations to forward online content” (Ho & Dempsey, 2008)

Jason Ho and Melanie Dempsey, 2008, in “Viral Marketing: Motivations to forward online content”, quoting the FIRO (Fundamental Interpersonal Relations Orientation) theory from Schutz, refer the three interpersonal needs that triggers individuals in engaging interpersonal communication: inclusion, affection and control. However the authors conclude that is not clear the impact that these three dimension have on forward online content.

Using the FIRO theory the authors propose a few motivations that may trigger the forward behaviour, as may be seen in the next table.

Motivations/Trends
Inclusion
- Need to be part of a group (need to belong)
- Need to be unique
Affection: need to be altruistic
Control: need for personal growth
Consumption of electronic content
Motivation to consume electronic content

Table 6 – Motivations/Trends to forward online content (Ho & Dempsey, 2008)

The need to inclusion proposed by Schutz embraces two motivations: the necessity of being part of something, which is a basic need, humans need relationships, connecting and sharing; and the need to be different and showing that difference to others creating a distance between the other users.

Affection is crucial to engage interpersonal communication, the human being needs to develop relationships with others, to establish contacts. This need is related with the term altruism and concern for others.

The need to control is associated with the need for personal growth, is a strategic act to achieve something. The action of forward is a process that attends to reach a previous established objective.

The consumption of electronic content is not a motivation by itself, rather than a variable that can affect all the motivators. It works like an extrinsic motivation, an antecedent of forward. This consumption is high related with curiosity and the desire of learning.

Having these motivations/trends in mind, the authors applied a survey to undergraduate students (of marketing courses) in order to analyse which hypothesis would in fact be a driver to forward online content.

The authors have concluded that two of the three dimensions of FIRO theory have impact on forward online content (inclusion - unique - and affection).

2.4.2. “Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?” (Henning-Thurau, 2004)

In this study Henning-Thurau et al. (2004) show us the different ways that e-WOM can take place such as web-based opinion platforms, discussion forums, boycott Web sites and news groups (page 39). In their study they focus on web-based opinion platforms once it is the most used mean.

These platforms makes it possible to share information between the users, writing opinions, experiences, comment the ones from the other users, among other utilities. Having in mind these features, these platforms have a higher impact that “normal” forward e-content by online users due to their extension, easiness and generality.

Considering other authors, they group two categories of motivations to engage in WOM, being the main ones expressed in the next table.

Categories of WOM	
Positive WOM	Product-involvement
	Self-involvement
	Other-involvement
	Message-involvement
Negative WOM	Dissonance reduction
	Advice seeking
	Vengeance
	Altruism

Table 7 – Categories of motivations to WOM

Applying to the e-WOM, the authors base on previous studies and add their contribute as possible to see below.

Frameworks for e-WOM		
Balasubramanian and Mahajan (2001)	Consumption utility	Value from the consumption of other constituents
	Focus-related utility	Utility the consumer receives when adding value
	Approval utility	Consumption and approval of the contributions by others
Henning-Thurau et al. (2004)	Moderator-related utility	A third part makes the complaint act easier
	Homeostasis utility	Desire for balance (express + emotions and venting - feelings)

Table 8 – Frameworks for e-WOM (Henning-Thurau et al., 2004, based on Balasubramanian et al., 2001)

Considering these factors, the authors conclude 11 motivations: concern for other consumers, desire to help the company, social benefits received, exertion of power over companies, post purchase advice seeking, self-enhancement, economic rewards, convenience in seeking redress, hope that the platform operator will serve as a moderator, expression of positive emotions, and venting of negative feelings (Henning-Thurau et al. (2004, page 44)).

Applying an online questionnaire, authors reached the motivations to engage e-WOM: “concern for other customers, extraversion/positive self-enhancement, social benefits, economic incentives, and to a lesser extent, advice seeking, all serve to motivate both

one's frequency of platform visits and the number of comments written on opinion platforms" (Henning-Thurau et al. (2004, page 45)).

Having both articles in consideration is possible to make a brief summary of the five drivers that can act as major players in the act of forward: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits.

2.5. Critical analysis of the literature review

We can see that until now the paying consumers have been the focus of the literature and for that reason there are less studies regarding the for free consumers. However authors are beginning to see the importance that these consumers may have in these days.

It's possible to understand that this behaviour has more impact nowadays with the expansion of the use of social media and networks. Once people are more connected, are more exposed to the possibility of forward content, it's easier to transmit the information.

The literature show us the drivers that lead consumers to follow this behaviour. However not all of what was expected to have impact in the decision of the consumers does indeed have effects. It focuses in a theory of interpersonal behaviour but it may exist differences between direct relations and remote relations, the drivers may not be the same. The survey applied in the paper also focus on one type of consumers only. New hypothesis should be considered without restrain to one type of sample.

The drivers may be different depending on the age of the consumer and gender may also affect the results.

The value that consumers may remove from the action can also be a driver and the literature doesn't consider it. The fact that the individual may gain something for the action may act like a motivation to express a specific behaviour.

Other factor that should be considered it's the time to forward online content. It is proven that there are specific hours that individuals are more active, therefore it would be interesting to analyse if consumers have that in mind at the time they forward something. The possibility to extend the network is bigger.

“Looking through the window” we can see that we are living in an online era, where people are anxious to interact with others and always being connected. There’s a feeling of anxiety to belong to something but still to be different from others and to be followed. There’s a need to co-exist, a need from the others, and concern with them. The interaction is increasing every minute, “new means of communication will continue to appear, offering us even more ways to stay close to our friends and family”, making it easier to help the neighbour (Ericson Consumerlab, 10 Hot Consumer Trends 2015, 2-11).

We are facing a bigger involvement in all kind of causes, people fighting for their ideals and dreams, and sharing thoughts.

Align with these changes there’s also a competition between the consumers, a race to see which one is more popular, which one belongs to the group, getting the best prices, among others.

Having these concerns in mind, lining up with the literature, we can see that the most common drivers are the involvement, the concern with the others, the self-enhancement and the social and economic benefits. For that reason, these will be the major factors that will act as variables in the query relative to this study.

3. Empirical Study

3.1. Research question

On the previous section we have analysed the models present on the literature regarding the behaviours and motivations of an individual to forward online content. He have seen that there are all kinds of key motivators that can trigger a positive or negative word-of-mouth.

However, despite all the importance of the user on this process, the main focus of the literature has been on the benefits to the firm. Studies that analyse the motivations and consequences to the individual are still few and outdated. This theme has been gaining followers although there is still space to deep investigation.

The models that exist don't consider the important role that social media plays on these days and the seek of benefits from the consumers. WOM is an important factor in consumer engagement.

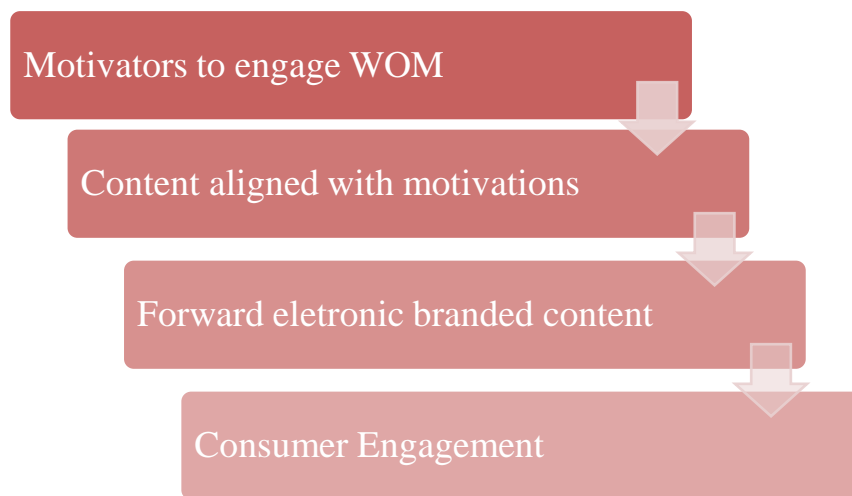


Figure 3 – Act of forward content (self-elaboration)

The benefits that triggers the users to forward act as motivators leading, in an ultimate case, to consumer engagement.

This study aims to fill the gap on the literature and understand the motivations of the consumers to free and voluntarily adopt WO behaviours. The comprehension of the motivations allows the firm to gain clients.

This lead us to the main question of this study. Which are the real key motivators that influence users to forward the electronic branded content that is available?

If indeed the motivations lead to engagement, they are as important for the company as the users.

Having this mind-set and the literature, following the thoughts of Henning-Thruau, the “concern for other customers, extraversion/positive self-enhancement, social benefits, economic incentives, and to a lesser extent, advice seeking, all serve to motivate both one’s frequency of platform visits and the number of comments written on opinion platforms” (Henning-Thurau et al. (2004, page 45)). These drivers, aligned with need of inclusion, of being part of something and felling involved, suggested by Ho & Dempsey, make the model followed in this survey.

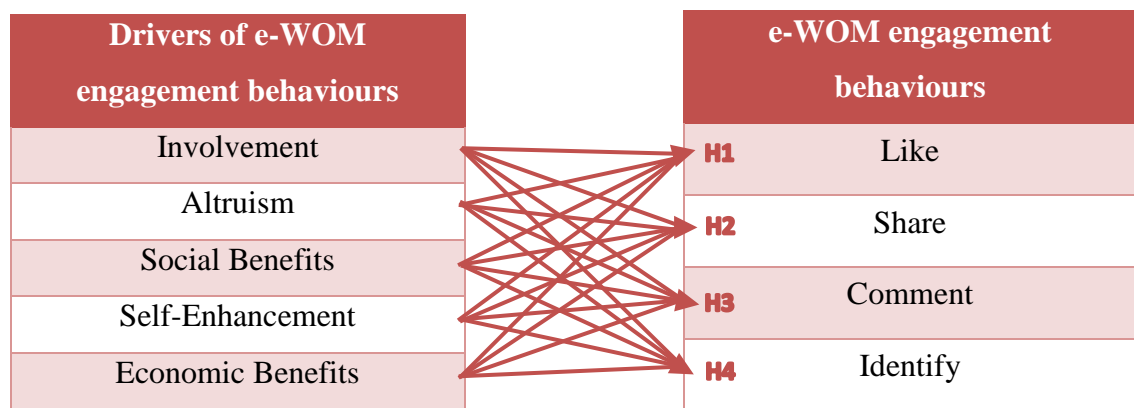


Figure 4 – Model and hypothesis of this study (self-elaboration)

This survey will test if the drivers of e-WOM suggested have impact in the engagement behaviours.

Having this into consideration there are four hypothesis that can be postulated:

H1: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Liking branded online content

H2: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Sharing branded online content

H3: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Comment branded online content

H4: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Identifying friends on branded online content

3.2. Research Context

This study aims to analyse the motivations of the online users, mostly of Facebook, so for that reason it was available on that same platform.

Facebook is a social network launched in 2004 that allows users from different parts of the world to connect and sharing content (photos, videos, music's among others). This network triggers the creation of communities with the same tastes.

Facebook is one of the most used social networks, "if it was a country it would be the third largest in the world" (Ericson Consumerlab, 10 Hot Consumer Trends 2015, 17). The revenues of 2016 reached 27 billion dollars (Statista, 2017)

Everyone uses this network, from young kids to older people. The monthly active Facebook users worldwide in the end of the second quarter of 2017, were, according to Statista, 2 billion users.

It is increasingly gaining users from an older age range. Although, the typical users of Facebook are female between 18-24 years old (Statista, 2017).

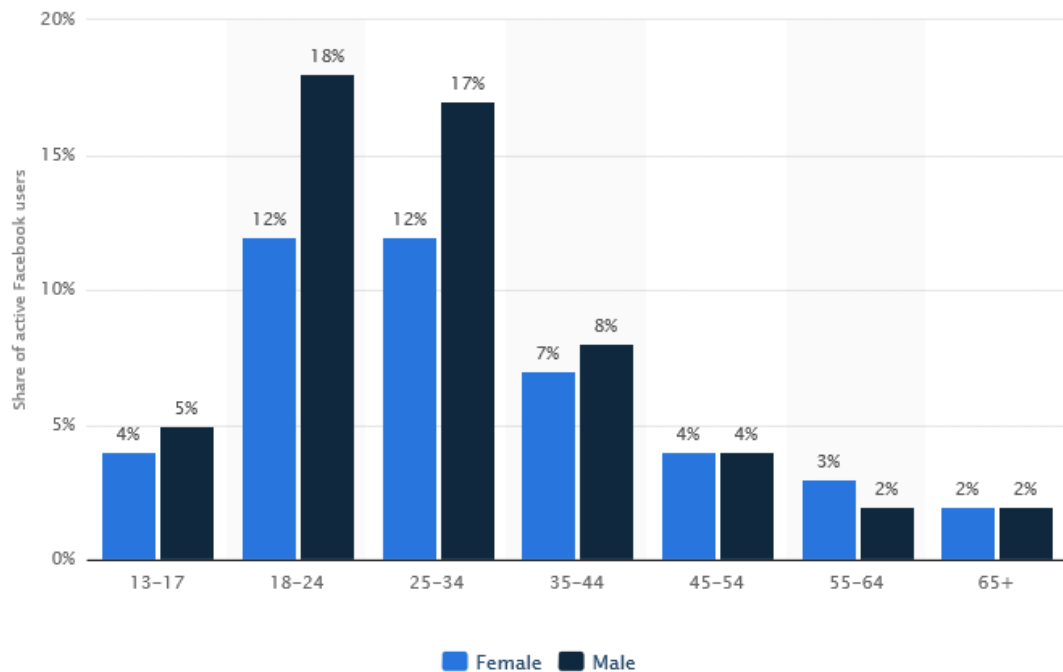


Figure 5 – Distribution of Facebook users by age and gender (Statista, 2017)

Facebook includes items associated with e.g. ‘liking’, reviewing and sharing content, ‘facilitating text, pictorial, video, gaming and other forms of communication’ (Hollebeek et al., 2014, page 155). These buttons allow the constant interaction of the users and facilitate the flow of the content. In this study, e-WOM engagement behaviours cover interactions on Facebook with branded content, such as liking, sharing or comment, turning consumers into brand endorsers (Dolan et al., 2016)

Having these considerations as background this study aims to respond the research question and see which motivators are key in the act of forward.

3.3. Methodology

There are different forms to conduct a study. Methodology is the path chosen to obtain the answers to our research questions (Malhotra & Birks, 2004).

3.3.1. Methodology used

In a study there are two types of data: primary and secondary. The primary are the ones whose objective is to solve the study research question. The secondary on the other hand are the ones who are collected with other purpose (Malhotra & Birks, 2004)

Having in consideration both types, the data collected for this study was intentionally collected to this research question, therefore is primary data.

When conducting a survey, it can be considerate quantitative or qualitative. Qualitative variables can't be measured by numbers rather than quantitative can. To Fortin et al (2009), the objective of a qualitative survey is to explore and describe events, while in a quantitative is to establish facts and relations.

In this survey both variables will be taken in consideration in a questionnaire.

3.3.2. Phases of the study

The phases followed on this study were the following:



Figure 6 – Phases of the survey (self-elaboration)

3.3.3. Data Collection

Having on consideration the data used, for this study it was conducted a questionnaire (attach I) produced to measure five variables: involvement, altruism, social benefits, self-enhancement and economic benefits.

This is the most common method to obtain data, due to its flexibility and facility to administrate.

The questionnaire applied starts by giving the reader a brief definition of its main purpose. On the introduction the context of the study, master's dissertation, is defined and the respondent has all the information needed to proceed with the survey. Is also

defined that by “share and promotion of digital branded content” means “like”, share or identifying friends in branded contents. It is referred that this share and promotion must be positive and from brands already existent and not created by the user. The introduction ends with the average duration of the questionnaire and the acknowledgment of the respondents, assurance the anonymity of the data. The respondents had available a mailbox in case of doubts.

The questionnaire has a total of 23 questions. It is divided in three parts. The first one considers the general characteristics of the user, age and gender, to design the sample profile, here the focus is on the social demographic aspects. The second part makes the selection of the respondents by the use of social networks, the target are the ones that use social networks more on a daily basis. Here the connection of the user to social networks is tested, which is the regularity that the individuals use the social network, which is the frequency that they follow brand pages, shares and promotes branded content.

On the third part the drivers are tested by the Likert scale. On this part, the user profile is outlined by including compartmental questions to understand what triggers users to forward branded content.

This set of questions were based on the following studies:

Driver	Question	Authors
Involvement	10 - I promote branded content because I identify with its message 11 - I promote branded content when I have interest on the theme	Ditcher (1966), Engel (1993), Sundaram (1998)
Altruism	14 - I promote branded content to help others making a good choice 16 - I promote branded content in order to benefit the brand itself 21 - I promote branded when I know it is my friends interest	Engel (1993), Sundaram (1998)
Social Benefits	17 - I promote branded content looking for advices 19 - I promote branded content to become part of a group 22 - I promote branded to share my tastes	Engel (1993), Sundaram (1998), Ho & Dempsey (2008)
Self-Enhancement	12 - I promote branded content to have more followers	Engel (1993), Sundaram (1998),

	15 - I promote branded content to be different 18 - I promote branded content to gain the interest and attention from others, increasing my reputation	Ho & Dempsey (2008)
Economic Benefits	13 - I promote branded content according to the financial rewards 20 - I promote branded content since there exists monetary benefits 23 - I promote branded due to the existent benefits	Engel (1993), Sundaram (1998), Ho & Dempsey (2008)

Table 9 – Motivations used and tested on the questionnaire

As referred before, due to the aim of the questionnaire and it is network correlation it was available on Facebook. The questionnaire was only published after a small test to a few users to decrease the possibility of mistakes and misunderstandings.

The questionnaire was published on March 19th of 2016, available until the end of the same month. The publication was shared seven times and had 228 answers. It was only available in Portuguese due to its focus on the Portuguese users and was published without any restriction.

4. Results

In this part it will be analysed the results obtained by the survey as well as the analysis, through the use of Microsoft Excel 2013.

4.1. Sample characterisation

Prior to the analysis of the results it is important to make a simple characterisation of the sample.

With the end of the time range defined to the availability of the survey, the total of inquiries were 228. Once all respondents said that they were users of social networks, all answers were taken into consideration.

Regarding the gender of the sample, 164 respondents are female (72%), against 64 (28%) male as shown in the next graphic.

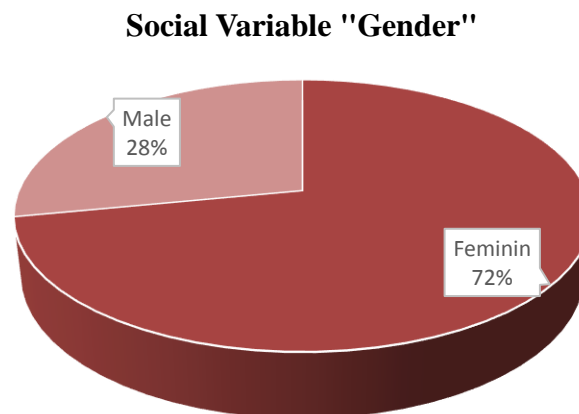


Figure 7 – Sample characterisation: gender (self-elaboration)

When analysing the age of the respondents, there are fifteen under 18 (7%) and eight with more than 56 years old (3%). The group with more visibility, 50% arranges users between 21 and 25 years.

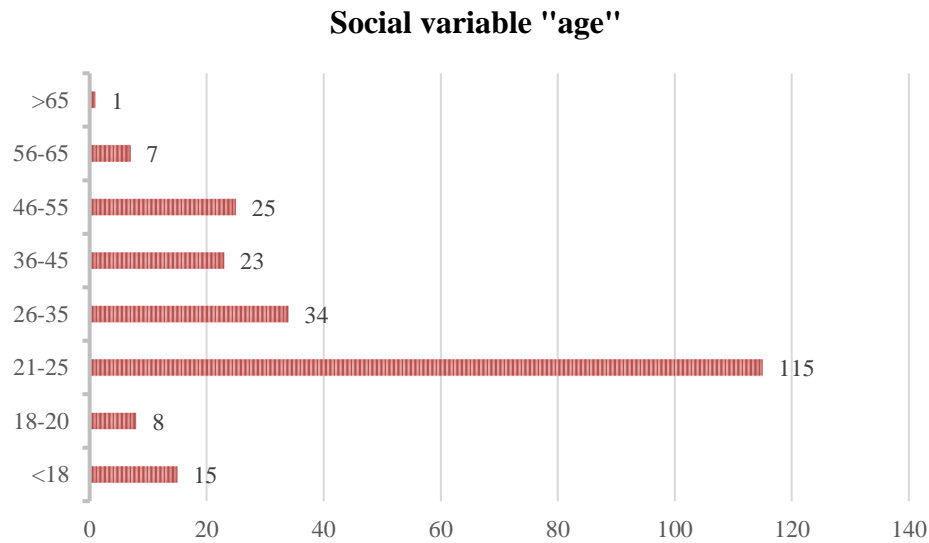


Figure 8 – Sample characterisation: age (self-elaboration)

Looking at the previous statistics is it possible to see the major presence of the female gender in the social network. Testing the data from Statista we can confirm the higher numbers of the females between 18-24 years old.

Gender	Age								Total
	<18	18-20	21-25	26-35	36-45	46-55	56-65	>65	
Female	12	7	86	26	17	12	3	1	164
Male	3	1	29	8	6	13	4		64
Total	15	8	115	34	23	25	7	1	228

Table 10 – Sample characterisation: gender and age (self-elaboration)

The last general characteristics of the user analysed in the first part of the survey is it work situation status. 50% of the inquiries are current employed. The group sample with the second highest visibility are students, representing 28% of the total.

Variable "Work situation status"

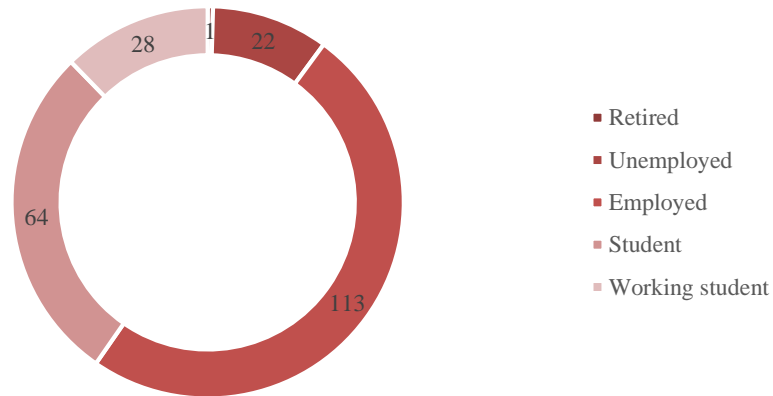


Figure 9 – Sample characterisation: work situation (self-elaboration)

The second part of the survey begins with a characterisation of the type of social user the respondent is, which networks he likes the most, if he uses them often and if he follows, likes and share branded content. All the respondents answered that they use social networks.

Social network used

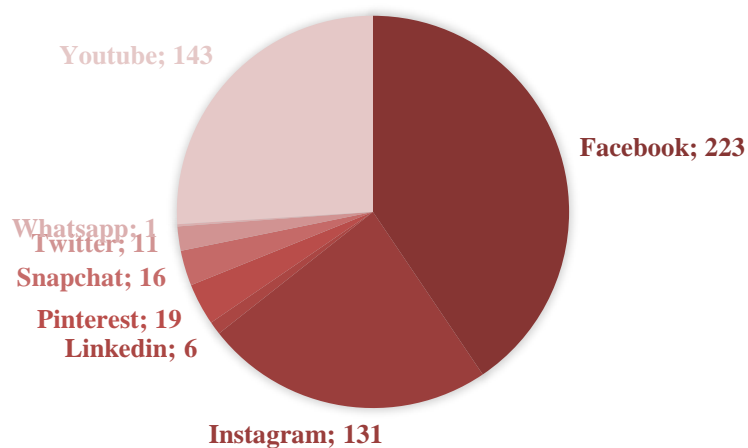


Figure 10 – Sample characterisation: network used by the inquires (self-elaboration)

On this part of the survey there are three questions that are orientated to the frequency of “liking”, sharing and promoting content, question 7, 8 and 9. These questions attempt to understand the type of user that is responding the survey, if it is a passive user or active.

Frequency of liking and following branded pages



Figure 11 – Sample characterisation: relation of the inquires with branded pages (self-elaboration)

Frequency of sharing and promotion of branded content

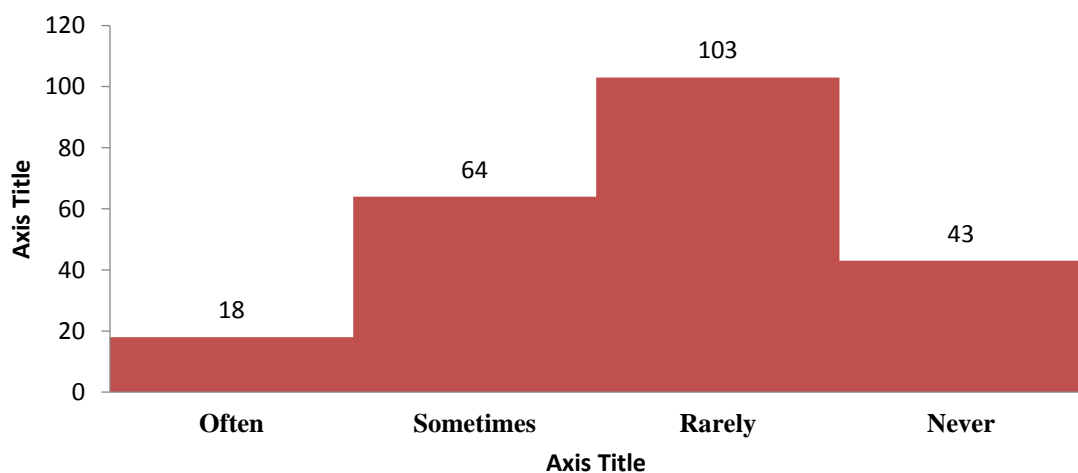


Figure 12 – Sample characterisation: relation of the inquires with branded pages (self-elaboration)

On this part of the survey referred on the previous paragraph, if the respondent answered that he didn't share or promotes branded content the survey was over. With this selection, the number of surveys was cut down to 185.

With the sample reduced to 185, the criteria of the 5x is still fulfilled. Once there are 23 observable variables on the theoretical model of this study, a sample of 185 is still above the minimum required, the 115 (23×5) and so does not fall below the ratio 5:1 (Hair et al, 2010).

Frequency	Actions			
	Liking	Sharing	Comment	Identifying friends
Often	48	3	2	9
Sometimes	80	48	33	52
Rarely	46	102	94	77
Never	11	32	56	47
Total	185	185	185	185

Table 11 – Sample characterisation: relation of the inquires with branded pages (self-elaboration)

By these values we can see that users are more willing to like and identify friends in branded content rather than sharing the content. This might bring some future research regarding the discussion of the “low profile” of the Portuguese user.

Looking at the last part of the survey results it is possible to make a simple and “first impression” analysis by taking into consideration the mean of the answers given. As it can be seen in the table below, the highest results are in questions 11, 10, 21 and 14. Considering only this table what triggers users the most to forward branded online content are the drivers of Involvement and Altruism.

Driver	Question	Punctuation
Involvement	10 - I promote branded content because I identify with its message	3,238
	11 - I promote branded content when I have interest on the theme	3,395
Altruism	14 - I promote branded content to help others making a good choice	2,676
	16 - I promote branded content in order to benefit the brand itself	1,978

	21 - I promote branded when I know it is my friends interest	2,784
Social Benefits	17 - I promote branded content looking for advices	2,043
	19 - I promote branded content to become part of a group	1,600
	22 - I promote branded to share my tastes	2,243
Self-Enhancement	12 - I promote branded content to have more followers	1,470
	15 - I promote branded content to be different	1,378
	18 - I promote branded content to gain the interest and attention from others, increasing my reputation	1,416
Economic Benefits	13 - I promote branded content according to the financial rewards	2,130
	20 - I promote branded content since there exists monetary benefits	1,811
	23 - I promote branded due to the existent benefits	2,303

Table 12 – Total punctuation of each question of the questionnaire (self-elaboration)

4.2. Analysis and Discussion

4.2.1. Exploratory factor Analysis

The next step is to verify if there is a correlation, or not, between the act of forward and the motivations found. This analysis is called Exploratory Factor Analysis (Maroco, 2011).

In order to apply this analysis there are some tests that need to be followed. Here we will use the Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Bartlett's Test of Sphericity. In the KMO test the values are between 0 and 1 but to being possible to do the factorial analysis the minimum value is 0,5. In the Barlett's test the null hypothesis affirms that variables are not correlated, and this is expressed by a p-value $> 0,001$. If the p-value $< 0,001$ the null hypothesis cannot be rejected and our variables are correlated (Maroco, 2011).

Applying this test in our sample (table 11, page 35), we can see that our variables are correlated and it is possible to proceed with the Exploratory Factor Analysis.

KMO and Bartlett's Test		
KMO		,839
Barlett's test of Sphericity	Approx. Chi-Square	1071,841
	df	91
	Sig.	,000

Table 13 – KMO and Bartlett's Test of Sphericity (adapted from SPSS)

Looking at the results of our survey, the KMO test is higher than 0,5 and Barlett's test is 0,000. Therefore we can proceed with the factorial analysis.

The 14 questions were analysed through the commonalities test of SPSS by drivers. The literature recommends that the extraction values are higher than 0,4 (Field, 2009 and Hair, 2009). As seen in the table below all our items follow this criteria except the question 17. However since is very close to the recommended value and if the item was removed the driver would be reduced to 2 factors it was decided to keep the line.

Driver	Question	Commonalities	Components
Involvement	10 - I promote branded content because I identify with its message	0,822	0,907
	11 - I promote branded content when I have interest on the theme	0,822	0,907
Altruism	14 - I promote branded content to help others making a good choice	0,544	0,737
	16 - I promote branded content in order to benefit the brand itself	0,508	0,713
	21 - I promote branded when I know it is my friends interest	0,626	0,791
Social Benefits	17 - I promote branded content looking for advices	0,374	0,611
	19 - I promote branded content to become part of a group	0,691	0,832
	22 - I promote branded to share my tastes	0,599	0,774
Self-enhancement	12 - I promote branded content to have more followers	0,741	0,861
	15 - I promote branded content to be different	0,745	0,863

	18 - I promote branded content to gain the interest and attention from others, increasing my reputation	0,754	0,868
Economic Benefits	13 - I promote branded content according to the financial rewards	0,698	0,836
	20 - I promote branded content since there exists monetary benefits	0,790	0,889
	23 - I promote branded due to the existent benefits)	0,754	0,868

Table 14 – Communalities and Component Matrix (adapted from SPSS)

Another test that is made is the Cronbach's Alpha. This test measures the reliability of the items, the correlation between them. The authors Malhotra and Birks (2004) refer 0,6 as the minimum limit of the acceptable value. All of our items have values higher than 0,6 so follow the rule present on the literature.

Through the Cronbach's Alpha it is possible to make a second analysis (table below) having into consideration the means obtained. Looking at the values, we can see that the drivers that most influence users to forward online content are the ones related with involvement.

Driver	Items	Mean	Cronbach's Alpha
Involvement	2	3,315	0,845
Altruism	3	1,408	0,842
Social Benefits	3	1,092	0,841
Self-enhancement	3	0,776	0,842
Economic Benefits	3	1,223	0,840

Table 15 – Cronbach's Alpha (adapted from SPSS)

The final step is to calculate the composite reliability (CR) and the average variance extracted (AVE).

Measures	Loading	Means	CR (AVE)
Involvement (a = 0,845)			0,583 (0,823)
10 - I promote branded content because I identify with its message	0,907	3,24	
11 - I promote branded content when I have interest on the theme	0,907	3,39	
Altruism (a = 0,842)			0,684 (0,560)
14 - I promote branded content to help others making a good choice	0,737	1,195	
16 - I promote branded content in order to benefit the brand itself	0,713	1,123	
21 - I promote branded when I know it is my friends interest	0,791	1,150	
Social Benefits (a = 0,841)			0,678 (0,555)
17 - I promote branded content looking for advices	0,611	1,107	
19 - I promote branded content to become part of a group	0,832	0,922	
22 - I promote branded to share my tastes	0,774	1,247	
Self- enhancement (a = 0,842)			0,792 (0,747)
12 - I promote branded content to have more followers	0,861	0,780	
15 - I promote branded content to be different	0,863	0,743	
18 - I promote branded content to gain the interest and attention from others, increasing my reputation	0,868	0,804	
Economic Benefits (a = 0,840)			0,793 (0,748)
13 - I promote branded content according to the financial rewards	0,836	1,236	
20 - I promote branded content since there exists monetary benefits	0,889	1,099	
23 – I promote branded due to the existent benefits	0,868	1,333	

Table 16 – CR and AVE values (adapted from SPSS)

By the values in the table above the AVE is always higher than 0,5 what shows that more than half of the variables are observed.

Composite measures of identified factors were unidimensional and demonstrated good scale reliability according to accepted standards (Nunnally, 1978). Internal reliability tests of the identified factors showed strong Cronbach's alpha (ranging from 0,840 to 0,845), Composite Reliability (CR) and Average Variances Extracted (AVE), with most of the CR and AVE estimates above the recommended values of 0,7 and 0,5 respectively (Fornell and Larcker, 1981).

4.2.2. Hypothesis testing

Having into consideration the research question and the tests made it is necessary to return to the four hypothesis previously postulated:

H1: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Liking branded online content

H2: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Sharing branded online content

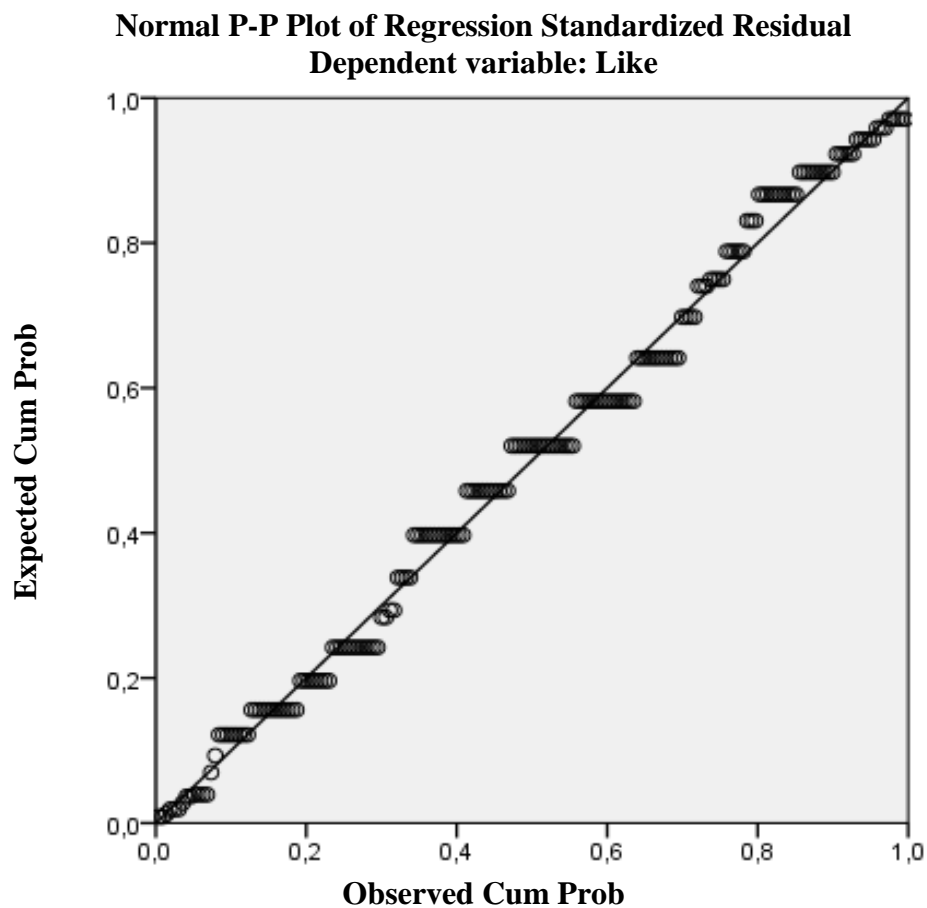
H3: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Comment branded online content

H4: Involvement, Altruism, Social Benefits, Self-Enhancement and Economic Benefits are the drivers that influence e-WOM engagement behaviours on Facebook, namely Identifying friends on branded online content

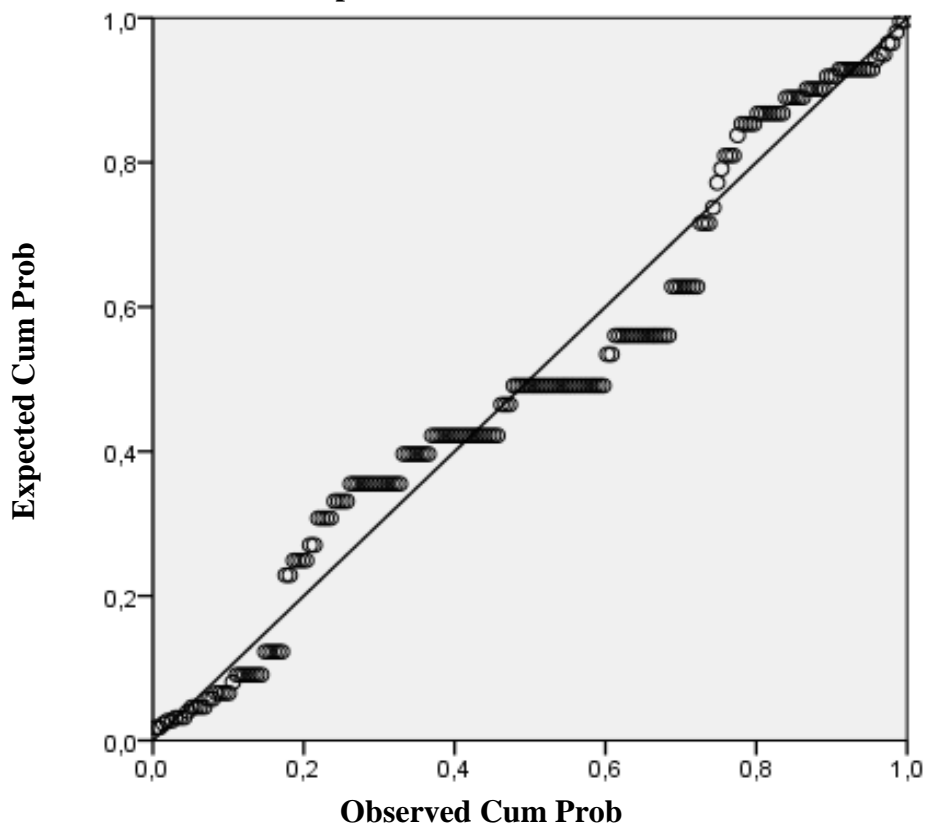
To verify the veracity of these hypothesis is necessary to recur to the Multiple Linear Regression model. The Linear Regression allows to understand in what way a dependent variable changes according to the independent variables. In this study the dependent variables are the promotion of branded content, the e-WOM engagement behaviours and the independents are the motivators: involvement, altruism, social benefits, self-enhancement and economic benefits.

Prior to this analysis is necessary to test the suppositions of the Linear Regression. There are three conditions that the dependent variables must follow: normal probability plot of residuals; homogeneity of the data and the residuals independency.

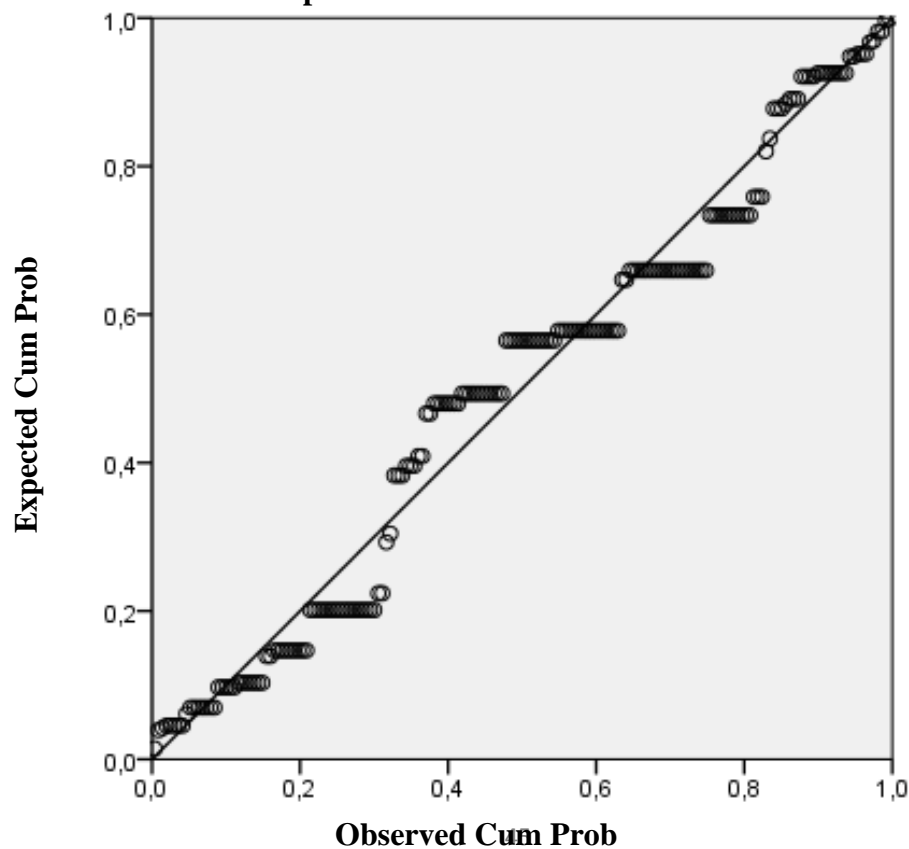
The first condition to be tested is the normal probability plot to prove the normal distribution of the residuals.

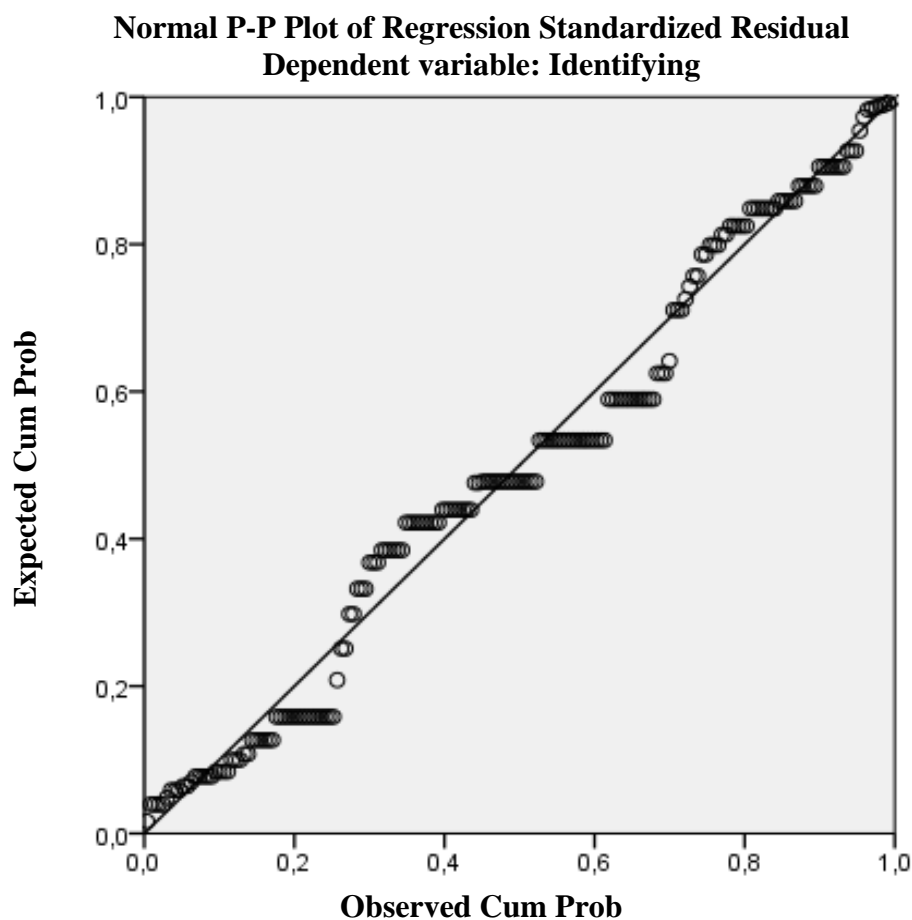


Normal P-P Plot of Regression Standardized Residual
Dependent variable: Share



Normal P-P Plot of Regression Standardized Residual
Dependent variable: Comment





Figures 13, 14, 15 and 16 – Normal P-P Plot of the dependent variables (adapted from SPSS)

Analyzing the graphics obtained it is possible to check that in general, all the dots are along the traced diagonal. According to Maroco (2011) this means that the residuals have a normal distribution, following the first criteria to the Linear Regression.

The homogeneity of the residuals is proven by a mean equals to 0 and a standard deviation close to 1. Verifying the values of the following table the second condition is also fulfilled.

Measures	Minimum	Maximum	Mean	Std. Deviation	N
Like					
Std. Predicted Value	-1,676	2,175	0,000	1,000	185
Std. Residual	-2,384	1,891	0,000	0,995	185
Share					

Std. Predicted Value	-1,719	2,528	0,000	1,000	185
Std. Residual	-2,099	2,604	0,000	0,995	185
Comment					
Std. Predicted Value	-1,405	2,691	0,000	1,000	185
Std. Residual	-2,187	3,120	0,000	0,995	185
Identifying					
Std. Predicted Value	-1,249	3,744	0,000	1,000	185
Std. Residual	-2,136	2,680	0,000	0,995	185

Table 17 – Residual statistics (adapted from SPSS)

The last condition, the independence of the residuals is measured by the Durbin-Watson test. On this test, the values lie between 0 and 4. As in our study the values obtained are close to 2 it is correct to assume the residuals independence (Maroco, 2011).

Dependent Variable	Durbin-Watson
Like	2,051
Share	1,982
Comment	1,561
Identifying	1,777

Table 18 – Durbin-Watson test (adapted from SPSS)

Having all the three conditions verified it is possible to apply the Multiple Linear Regression Analysis to this study.

Dependent Variable	R	R ²	Adjusted R ²	Std Deviation	Durbin-Watson
Like	0,309	0,096	0,086	0,822	2,051
Share	0,283	0,080	0,070	0,672	1,982
Comment	0,322	0,103	0,094	0,684	1,561
Identifying	0,291	0,085	0,075	0,815	1,777

Table 19 – Correlation coefficients (adapted from SPSS)

The R² represents the determination coefficient. According to Maroco (2011) this is the best measure of the model's adjustment quality. It allows to find the percentage of the

variability explained by the regression. In this case about 10% of each behaviour is explained by the drivers, which is a low percentage. The remaining percentage is explained by external factors to this study, factors not included. Regarding the correlation between the variables, it is positive and moderate. This means that an increase of the independent variables causes also and increase, of the e-WOM behaviours.

Analysing the ANOVA table, given by SPSS we can also verify that there is a linear correlation between the behaviours and the drivers once the sig is 0,000 in all cases. In this way we can reject the null hypothesis of the inexistence of a linear correlation (Maroco, 2011).

According to the Multiple Linear Regression graphics and more specific the coefficients matrix (table 20) is possible to analyse which drivers significantly influence and have impact on the e-WOM behaviours. The beta coefficient measures the contribution of each driver on the e-WOM behaviours. Analysing the data collected the higher contribution comes from the driver altruism, having higher impact on commenting branded content.

	B	Std. Deviation	Beta	t	Sig
Like					
Involvement	0,128	0,055	0,180	2,309	0,022
Social Benefits	0,128	0,054	0,186	2,378	0,018
Share					
Involvement	0,117	0,041	0,204	2,857	0,005
Self-Enhancement	0,161	0,064	0,181	2,535	0,012
Comment					
Altruism	0,146	0,043	0,243	3,441	0,001
Self-Enhancement	0,169	0,065	0,184	2,601	0,010
Identifying					
Altruism	0,115	0,051	0,162	2,230	0,027
Social Benefits	0,194	0,067	0,211	2,901	0,004

Table 20 – Coefficients (adapted from SPSS)

4.2.3. Results Discussion

Until this section all the data collected was analysed to verify the veracity of each of the hypothesis formulated. In this part the results will be presented to consolidate all the information.

This survey had as the main purpose to analyse the impact that a group of specific emotional moods has on the e-WOM behaviours.

By the results obtained it is correct to state that drivers as Involvement, Altruism, Social Benefits and Self-Enhancement have impact and influence e-WOM behaviours such as like, share, comment and identifying on branded online content. The driver of Economic Benefits doesn't have significant influence on the e-WOM behaviours.

In a general way, in terms of drivers and through the analysis made, we can refer that Altruism and Social Benefits have higher influence on the behaviours of e-WOM. This reflects the psychological influence on the market (Ho & Dempsey, 2008) as well as the importance that the social side has on our daily basis. Nowadays people are more concern with the image that they pass to others, not only in terms of tastes and personality but also in terms of affection, the importance of maintaining relationships is well present in the actuality (Ho & Dempsey, 2008). These results go along with the results obtained by Ho & Dempsey (2008), showing the constant seek of individualization and uniqueness. Individuals want to stand out and have an influencer role. They seek of more relations and the key of maintenance is the concern with others.

The role of Involvement show us the affection that individuals have with certain themes and the need to pass to others the message followed. By this process users show their tastes and mind-sets and their wiliness to share thoughts.

Self-Enhancement also has impact on the e-WOM behaviours, although in a lower level than the previous drivers. Despite the search of uniqueness and the desire of being “the best”, individuals have present in their conscience the hierarchy of the needs. This represents the importance of relationships face the perception toward the others. Self-Enhancement is more associated with more active behaviours such as sharing and comment.

Regarding the Economic Benefits they don't have impact on the e-WOM behaviours. This reflects the awareness that individuals have on the quality of the products/services and the importance of the values and beliefs (Consumer 2020).

Analysing the results in terms of behaviours it is possible to verify that each of the e-WOM behaviour has associated different drivers.

Individuals "like" branded content when they identify themselves with the message or they seek to be part of something. This is a more passive behaviour in comparison with the others, therefore is normal to have higher frequencies in this behaviour due to its low visibility.

Behaviours such as "share" and "comment" are more active roles, for that reason the drivers associated are the ones that have implied a higher connection with the others and are more associated with relationships.

"Identifying" is more associated with altruism and social benefits since it reveals concern with others and a search for approval. By identifying someone in a publication it is expected a counter behaviour by the other part expressing the need to interact with others.

Considering all the data analysed, through the values of R^2 and the means we can conclude that the results reveal a low level of engagement. Consumers don't forward branded content as much as expected, showing a more passive profile in social networks.

5. Conclusions, limitations and suggestions

In the past years we have been facing a huge change in the way humans interact with each other's.

More and more the social network plays a bigger role on the daily basis of the individuals. The constant need to be online, the possibility to buy and sell products, and all of the possibilities that have emerged, have changed the way people interact. The contact is done in an electronic way rather than face to face.

The online and the offline are mess-up, people are more online, needing more affection and seeking to differentiate from the others (Ho & Dempsey, page 1002). The new generations will develop even more these type of online behaviours, leading to a bigger and bigger gap of interpersonal contact. The online is so "normal" that sometimes leads to a negligence of the offline.

Having this changes in consideration firms also needed to reformulate themselves and follow the new trends.

With all the choices that are been giving to the customers, engagement is each day more seen as a banal thing. Firms need for that reason to find the motivators that influence the loyalty to the brand. The way they capture the user's attention needed to be reformulated.

Nowadays individuals trust more in another one's opinion rather than a commercial or advertisement. Thus, brands need to understand what triggers users to forward online content.

The aim of this study is to fulfil the gap present in the literature in that field, to understand the motivations of the consumers to free and voluntarily adopt word of mouth (WOM) behaviours. To understand that, it was applied a questionnaire to measure what are the main key motivators, having into consideration drivers as involvement, altruism, social benefits, self-enhancement and economic benefits.

Having these motivators in consideration a few questions were made in order to understand the importance of each one of the factors. Altruism, Social Benefits and Involvement are the ones that triggers the most the act of forward online branded content.

This reflects the importance of the affection in this days, and the concern for the other. Individuals are more and more gaining conscience of the real important “things” in life. Firms should attempt to work with this feeling of appealing to the emotional side to gain more customers and increase the loyalty levels.

Factors of self-enhancement are related with the need to obtain attention and show superiority. Users want to project themselves as someone to be followed, they are seeking for control, and to be seen as different and special. It was also concluded that the economic driver doesn't have the same impact that the other motivators, consumers consider more important other factors rather than rewards or discounts.

In a general view, through the survey applied in Facebook it was verified the low rate of forward of branded content.

For future studies it's crucial to understand the limitations of this one in order to work on the flaws and have a more complete research.

The sample considered was small to be generalized to the entire population therefore it is a limit to the generalizability right on the beginning. The members that replied to the questionnaire shown similar characteristic between them what influences the results of the study. The questionnaire should be applied as obligatory in different communities with different tastes and internet connection to reach a more general audience.

Once it was applied only on Facebook some individuals that generally use other social networks as favourite were left apart. In these networks the motivators could be different and it would be interesting to evaluate in what way they differ from Facebook.

In future research other factors should be taken into consideration to valuate if the results are different. Perhaps with other motivators being analysed the key factor wasn't the self-enhancement.

At last, it would be interesting to also understand if the type of brand influences the promotion of electronic content.

References

- Balasubramanian, S. & Mahajan, V. (2001), The Economic Leverage of the Virtual Community, *International Journal of Electronic Commerce*, 5 (2001), 3
- Bagozzi, R. & Dholakia, U. (2006), Antecedents consequences of customer participation in small group brand communities, *International Journal of Research in Marketing*, 23, (2006), 45-61
- Bowden, J.L. (2009), The process of customer engagement: a conceptual framework, *Journal of Marketing Theory and Practice*, 17 (2009), 63–74
- Brodie, R., Hollebeek, L., Biljana, J. & Ilic, A. (2011), Customer engagement: conceptual domain, fundamental propositions, and implications for research, *Journal of Service Research*, 14, 3, 252-271
- Consumer 2020 Report:
http://www2.deloitte.com/content/dam/Deloitte/ru/Documents/consumer-business/consumer_2020.pdf
- Consumer Lab, 10 Hot Trends:
<http://www.ericsson.com/mh/res/docs/2014/consumerlab/ericsson-consumerlab-10-hot-consumer-trends-2015.pdf>
- Dick, A. & Basu, K. (1994), Customer Loyalty: Toward an Integrated Conceptual Framework, *Journal of the Academy of Marketing Science*, 22, 2, 99-113
- Dichter, E. (1996), How Word of Mouth Advertising Works, *Harvard Business Review*, 44
- Dolan, R., Conduit, J., Fahy, J. & Goodman, S. (2016), Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24 (2016), 261-277
- Engel, J., Blackwell, R. & Miniard, P. (1993), Consumer Behaviour, Dryden Press (1993)
- Fornell, C. & Larcker, D. (1981), Factor Analysis and Discriminant Validity: A Brief Review of Some Practical Issues, *Journal of Marketing Research*, 18 (1981), 1, 39-50
- Fortin, M., Filion, F. & Côté, J. (2009), Fundamentos e etapas do processo de investigação, Loures: Lusodidacta
- Gambetti, R. & Gaffigna, G. (2014), The Process of Consumer-Brand Engagement: A Grounded Theory Approach. Dato-on M. (eds) The Sustainable Global Marketplace, Springer, Cham

- Gambetti, R.C., & Graffigna, G. (2010). The concept of engagement: a systematic analysis of the ongoing marketing debate, *International Journal of Market Research*, 52 (2010), 6
- Groeger, L., Moroko, L. & Hollebeek, L. (2015), Capturing value from non-paying consumers' engagement behaviour, *Journal of Strategic Management* (January 2016), 1-33
- Henning-Thurau, T., Gwinner, K., Walsh, G. & Gremler, D. (2004), Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet?, *Journal of Interactive Marketing*, 18(1) (2004), 38-52
- Ho, J. & Dempsey, M. (2008). Viral Marketing: Motivations to forward online content. *Journal of Business Research*, 63 (2010), 1-9
- Li, C. & Bernoff, J. (2011), Groundswell: Winning in a World Transformed by Social Technologies, *Harvard Business Press* (2011)
- Malhotra N. & Birks D. (2004), Marketing Research: An Applied Approach, New Jersey: Prentice Hall
- Maroco, J. (2011), Análise estatística com o SPSS Statistics: ReportNumber, Lda.
- Mathwick, C. (2001), Understanding the online consumer: A typology of online relational norms and behaviour, *Journal of Interactive Marketing*, 16 (2002), 1, 40-55
- Muntinga, D., Moorman, M. & Smit, E. (2011), Introducing COBRAs, *International Journal of Advertising*, 30 (2011), 1
- Nunnally, J. (1978), Psychometric theory, McGraw-Hill, 1978
- Prahalad, C. & Ramaswamy, V. (2004), Co-creating unique value with customers, Strategy and Leadership, Emerald Group Publishing Limited (2004)
- Schutz, W. (1958), FIRO: A three-dimensional theory of interpersonal behaviour, American Psychological Association (19858)
- Statista Website: <https://www.statista.com/topics/751/facebook/>
- Sousa, Filipa (2015), Personalidade e Facebook: Qual o perfil de um utilizador português? Universidade Lusófona do Porto
- Sundaram, D., Mitra, K., & Webster, C. (1998), Word-Of-Mouth Communications: a Motivational Analysis, *Advances in Consumer Research*, 25 (1998), 527-531
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D. Pirner, P. & Verhoef, P. C. (2010), Customer Engagement Behaviour: Theoretical foundations and research directions, *Journal of Service Research*, 13(3), 253-266
- Vivek, S., Beatty, S. & Morgan, R. (2012), Customer Engagement: Exploring Customer Relationships Beyond Purchase, *Journal of Marketing Theory and Practice*, 20 (2012), 2

Watts, D. & Peretti, J. (2007), Viral Marketing for the Real World, *Journal Harvard Business Review*, 85 (2007)

WOMMA Website, WOM Definition: <http://womma.org/>

Woodruff, R. (1997), Customer value: The next source for competitive advantage, *Journal of the Academy of Marketing Science*, 25 (1997), 139

Attachments

I. Questionnaire : Portuguese version (applied)

Este questionário realiza-se no âmbito de uma Dissertação de Mestrado em Gestão da Faculdade de Economia do Porto, e pretende analisar as motivações que levam os consumidores a serem membros ativos na partilha e promoção de conteúdo digital alusivo a marcas (p.e. posts, vídeos, fotos, etc, publicados pela marca ou por terceiros).

Para efeitos deste estudo, a partilha e promoção de marcas inclui p.e. gostar e comentar posts, partilhar conteúdos, ou identificar amigos em publicações. Esta partilha e promoção deve ser positiva e resultar de conteúdo alusivo a marcas já existentes e não criado espontaneamente pelo próprio utilizador.

O preenchimento deste questionário tem a duração média de 3 minutos. A sua participação é anónima e todos os dados serão usados apenas para fins académicos.

Agradeço desde já a colaboração e o tempo despendido na resposta às questões que se seguem. Para o esclarecimento de qualquer dúvida, por favor entrar em contacto através do email bnteixeira11@gmail.com

1. Idade:

2. Género:
 - a. Feminino
 - b. Masculino
3. Situação profissional:
 - a. Estudante
 - b. Trabalhador-estudante
 - c. Trabalhador
 - d. Desempregado
 - e. Outra : _____
4. É utilizador de redes sociais? (Ex: Facebook, Instagram, Youtube, Pinterest, Twitter, ...)
 - a. Sim
 - b. Não

5. Quais as que mais usa?
- a. Facebook
 - b. Instagram
 - c. YouTube
 - d. Pinterest
 - e. Twitter
 - f. Outra: _____
6. Com que frequência utiliza as redes sociais?
- a. Frequentemente
 - b. Às vezes
 - c. Raramente
 - d. Nunca
7. Segue/gosta de páginas relativas a marcas nas redes sociais? (Ex: Nike, BMW, McDonald's...)
- a. Frequentemente
 - b. Às vezes
 - c. Raramente
 - d. Nunca
8. Com que frequência partilha/promove conteúdos de marca? (p.e. gostar e comentar posts, partilhar conteúdos, ou identificar amigos em publicações)
- a. Frequentemente
 - b. Às vezes
 - c. Raramente
 - d. Nunca
9. Indique com que frequência realiza as seguintes atividades de partilha/promoção de conteúdos de marca?
- a. Gostar de conteúdos da marca (p.e. like, favourite, pin it)...(Freq a nunca)
 - b. Partilhar conteúdos da marca (p.e. share, retweet)...(Freq a nunca)
 - c. Comentar conteúdos da marca...(Freq a nunca)
 - d. Identificar amigos(as) em conteúdos da marca...(Freq a nunca)

Na próxima secção por favor avalie, numa escala de 1-5, o quanto concorda ou discorda com as afirmações.

Escala: 1-Discordo totalmente; 5-Concordo Totalmente

10. Promovo conteúdos de marcas porque me identifico com a sua mensagem:
11. Faço promoção de conteúdos de marcas quando tenho interesse no tema:
12. Faço promoção de conteúdos de marcas para ter mais seguidores:
13. Promovo conteúdos de marcas consoante as recompensas financeiras existentes (p.e. descontos)
14. Promovo conteúdos de marcas quando pretendo ajudar os outros a fazerem boas escolhas:
15. Faço promoção de conteúdos de marcas para ser diferente:
16. Faço promoção de conteúdos de marcas a fim de beneficiar a própria marca (p.e. partilhas de conteúdos e/ou comentários positivos):
17. Faço promoção de conteúdos de marcas à procura de aconselhamento (p.e. sobre a sua eventual compra, adesão, etc):
18. Faço promoção de conteúdos de marcas para ganhar o interesse e a atenção dos outros, incrementando a minha reputação (p.e. para ter mais likes, seguidores, partilhas etc):
19. Faço promoção de conteúdos de marcas para me incluir num grupo:
20. Promovo conteúdos de marcas desde que haja benefícios monetários em geral
21. Faço promoção de conteúdos de marcas quando sei que é do interesse dos meus amigos (p.e. partilhas e/ou identificações de amigos):
22. Faço promoção de conteúdos de marcas para partilhar os meus gostos:
23. Promovo conteúdos de marcas devido os incentivos existentes (p.e. prémios):

Muito obrigada pela participação!

II. Questionnaire : English version (applied)

This questionnaire takes place within the dissertation of Master in Management of School of Economics and Management of the University of Porto and aims to analyze the motivations of the consumers to be active members in sharing and promotion of branded online content (posts, videos, photos, posted by the brand or by a third party)

For the purpose of this study, share and promotion of brands content includes like and comment posts, share content or identify friends in posts. This sharing and promotion must be positive e results from content relative to already existing brands, rather than brand created spontaneously by the user.

This questionnaire takes 3 minutes to answer and all answers are anonymous. All data will be used only to academic purposes.

Thank you for your collaboration and the time spent. To clarify doubts please contact through email bnteixeira11@gmail.com

1. Age:

2. Gender:
 - a. Female
 - b. Male
3. Work situation status:
 - a. Student
 - b. Working student
 - c. Employee
 - d. Unemployed
 - e. Other: _____
4. Do you use social networks? (Facebook, Instagram, Youtube, Pinterest, Twitter, ...)
 - a. Yes
 - b. No
5. Which one you use the most?
 - a. Facebook
 - b. Instagram
 - c. YouTube
 - d. Pinterest

- e. Twitter
 - f. Other: _____
6. How often do you use social network?
 - a. Often
 - b. Sometimes
 - c. Rarely
 - d. Never
 7. Do you follow/like pages relative to brands? (Nike, BMW, McDonald's...)
 - a. Often
 - b. Sometimes
 - c. Rarely
 - d. Never
 8. How often do you share/promote branded content? (p.e. liking and comment posts, share contents or identifying friends in posts)
 - a. Often
 - b. Sometimes
 - c. Rarely
 - d. Never
 9. How often do you do the following activities of sharing/promotion of branded content?
 - a. Like branded contents (p.e. like, favourite, pin it)...(Often to never)
 - b. Share banded contents (p.e. share, retweet) ...(Often to never)
 - c. Comment branded content...(Often to never)
 - d. Identify friends in branded content...(Often to never)

In the next section please measure, in a scale of 1-5 how much you agree ou disagree with the sentences.

Scale: 1-Totally disagree; 5-Totally agree

10. I promote branded content because I identify with its message:

11. I promote branded content when I have interest on the theme:
12. I promote branded content to have more followers
13. I promote branded content according to the financial rewards (discounts)
14. I promote branded content to help others making a good choice:
15. I promote branded content to be different:
16. I promote branded content in order to benefit the brand itself (sharing of content and/or positive comments):
17. I promote branded content looking for advices (regarding the possible buy, memberships etc):
18. I promote branded content to gain the interest and attention from others, increasing my reputation (to have more likes, followers, shares etc):
19. I promote branded content to become part of a group that shares the same interests:
20. I promote branded content since there exists monetary benefits
21. I promote branded when I know it is my friend's interest (shares and/or identifying friends):
22. I promote branded to share my tastes:
23. I promote branded due to the existent benefits (awards):

Thank you for your participation!